

REP HEADLINE# 6350144
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP26/12 18.23
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

REP.# OFF.# SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

3050 K ST NW,
WASHINGTON, DC 20007

ORDER # CONTRACT # 6350144

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 120'S EST#1881 COMMENTS: (LINE, ORDER, INVOICE)

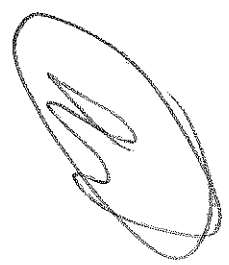
FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP26/12 18.23

REP: NEW ORDER
TTL \$115,800 @26X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA - 120'S



LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1881
AGENCY PRODUCT CODE = 101

1	1000A-1030A	2M	\$1,800.00	10/1	10/4	3	M-TH	3
PROGRAM : NEWS CHANNEL 8								
CON COM1 : NEWS CHANNEL 8								

9/28/12 FCC (3)

29/27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	2M		\$7,800.00	10/1	10/4	1		M-TH	1
3			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	2M		\$2,400.00	10/1	10/4	3		M-TH	3
4			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	2M		\$2,280.00	10/1	10/4	2		M-TH	2
5			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	2M		\$2,820.00	10/1	10/4	2		M-TH	2
6			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	2M		\$5,400.00	10/1	10/4	2		M-TH	2
7			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	2M		\$6,780.00	10/1	10/4	3		M-TH	3
8			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	2M		\$1,740.00	10/1	10/4	1		M-TH	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	2M		10200.00	10/1	10/4	1		M-TH	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	2M		\$2,820.00	10/1	10/4	1		M-TH	1

SEP26/12 18.23
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	2M		10200.00	10/1	10/4	1		M-TH	1
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	2M		13500.00	10/1	10/4	0		M-TH	0
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	2M		\$8,700.00	10/1	10/4	0		M-TH	0
14			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	2M		12000.00	10/1	10/4	0		M-TH	0
15			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	2M		12000.00	10/1	10/4	0		M-TH	0
16			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	2M		12000.00	10/1	10/4	0		M-TH	0
17			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	2M		\$6,240.00	10/1	10/4	2		M-TH	2
18			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	2M		15000.00	10/1	10/4	1		M-TH	1
19			1200N-100P PROGRAM : NEWSCHANNEL 8 @ 12N CON COM1: NEWSCHANNEL 8 @ 12N	2M		\$300.00	9/29	9/29	0		SAT	0

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:
20			700P-800P	2M		\$7,800.00	9/29	9/29	0		SAT	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1 : ENTERTAINMENT TONIGHT												
21			430A-459A	2M		\$540.00	10/1	10/4	2		M-TH	2
PROGRAM : NC 8 TODAY AT 430A												
ORD COM1 : RATES ARE 8/27-9/30												
CON COM1 : NC 8 TODAY AT 430A												
22			1200N-100P	2M		\$300.00	9/30	9/30	0		SUN	0
PROGRAM : NEWSCHANNEL 8 @ NOON												
CON COM1 : NEWSCHANNEL 8 @ NOON												
23			630P-700P	2M		20000.00	9/30	9/30	0		SUN	0
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
24			700P-830P	2M		42000.00	9/30	9/30	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
25			800P-900P	2M		33120.00	10/4	10/4	0		THU	0
PROGRAM : 30 ROCK/UP ALL NIGHT												
CON COM1 : 30 ROCK/UP ALL NIGHT												
26			1000P-1100P	2M		45000.00	10/2	10/2	0		TUE	0
PROGRAM : PARENTHOOD												
CON COM1 : PARENTHOOD												
27			900P-1000P	2M		\$7,200.00	10/3	10/3	0		WED	0
PROGRAM : LAW & ORDER												
CON COM1 : LAW & ORDER												
28			430A-459A	2M		\$540.00	9/30	9/30	1		SUN	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1 : NC 8 TODAY AT 430A												

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SEP/12			\$540.00	OCT/12		115260.00						

CONTRACT TOTAL 115800.00
 TOTAL SPOTS 26

MARKET TOTALS \$532,360 WFLA 19% WFTS 22% WTSP 27% WTVT 23% WTOG 3% WTTA 0% WMOR 3%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%
 SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED
 SVC- NSI
 DEMOS- RM25+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 115800	Campaign Ref: E:063501440
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 120's	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 10a News MTWT...	01	1800	120 Comme	Nbr of Spots	3	3	5400
2	M-F 1135p ET / 1035p CT Tonight Show MTWT...	01	7800	120 Comme	Nbr of Spots	1	1	7800
3	M-F 1237a ET / 1137p CT Late Night MTWT...	01	2400	120 Comme	Nbr of Spots	3	3	7200
4	M-F 12p Today Show III MTWT...	01	2280	120 Comme	Nbr of Spots	2	2	4560
5	M-F 2p Rachael Ray MTWT...	01	2820	120 Comme	Nbr of Spots	2	2	5640
6	M-F 3p Doctors MTWT...	01	5400	120 Comme	Nbr of Spots	2	2	10800
7	M-F 4p Dr Oz MTWT...	01	6780	120 Comme	Nbr of Spots	3	3	20340
8	M-F 5a News MTWT...	01	1740	120 Comme	Nbr of Spots	1	1	1740
9	M-F 5p News	01	10200	120 Comme	Nbr of Spots	1	1	10200
Weekly Totals:					Total Spots(Ord Spots)	1	25	26

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Washington DC 20007

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PHONE (813) 228-8888

Original

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Buyer: ..	Client/Product/Estimate: 95/101/1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530a News MTWT...	01	2820	120 Comme	Nbr of Spots	1	1	2820
11	M-F 530p News MTWT...	01	10200	120 Comme	Nbr of Spots	1	1	10200
12	M-F 9a Today Show II MTWT...	01	6240	120 Comme	Nbr of Spots	2	2	12480
13	M-Su 11p News MTWT...	01	15000	120 Comme	Nbr of Spots	1	1	15000
14	M-Th, Su 430a News MTWT...	01	540	120 Comme	Nbr of Spots	2	2	1080
15	M-Th, Su 430a NewsS	01	540	120 Comme	Nbr of Spots	1	1	540
Weekly Totals: Total Spots(Ord Spots)					1	25	26	

Grand Totals				Month 9 Weeks: 5	Month 10 Weeks: 4
				09/24	10/01
Spots				26	25
Cost				115800	115260

Grand Totals: Spots: 26
Gross Total: 115,800.00

Commission:	17,370.00
Net Total:	98,430.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Barack Obama/ D/ President
PROD: Obama 120's

2012
INVOICE DATE 09/30/12 E:063501440
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032673
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1881
Desc: 06350144

SCHEDULE			ACTUAL BROADCAST					RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-Th, Su 430a News	540.00	15 1	9/30	SU	04:52A	02:00	*WFLA 2:00 Commercial OFA12G131	540.00	
Total Airtime Gross Spot Revenue:						540.00			

PERIOD COST 540.00

1 Total Units		
ACTUAL GROSS BILLING	540.00	Debits .00
AGENCY COMMISSION	81.00	Credits .00
NET DUE	459.00	TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER PRODUCT
Barack Obama/ D/ President Obama 120's

INVOICE NUMBER 0100032673
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 459.00

REMIT TO:

*00211

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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